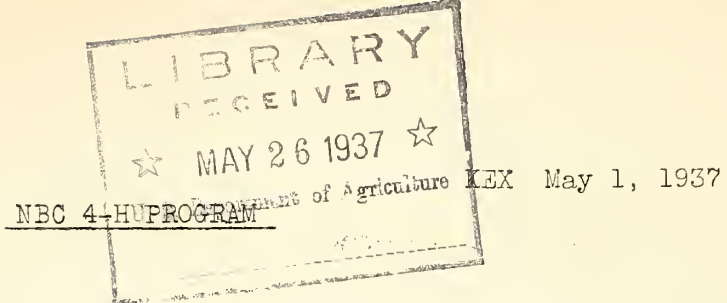


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H. C. Seymour

Oregon is happy to be participating in this National 4-H Club broadcast. Our first speaker is Dean W. A. Schoenfeld, Dean of the School of Agriculture and Director of the Extension Service at Oregon State College.. Dean Schoenfeld.

Dean Schoenfeld

It is indeed a pleasure again to have this opportunity to address the many thousands of 4-H club members and friends throughout the nation. To speak on the business side of farming to such an audience is to discuss a subject with which the listeners are already more or less familiar.

No one carrying on a 4-H club project can ignore the business side, for if he does he will end up with red ink on the side of his final report where a profit should be shown. It is the same with an entire farm, of course, hence the training you get in keeping accurate accounts of income and expenditures for your projects is the best sort of preliminary training for later business responsibilities.

We who are active in the research, extension and instructional work of the land grant colleges are pleased with the added emphasis which is being given the country over to the importance of making farming pay in dollars and cents. This does not mean that we are more mercenary than was formerly the case, or that we are unmindful of the many other advantages of rural life. It simply means that we consider that without a sound economic foundation any farming becomes drudgery, with low standards of living, and few cultural advantages in poorly developed communities. On the other hand we feel that everything that is done to assist in the more profitable operation of the farm is soon translated into better farm homes, better rural family life and finer communities as centers of a stable rural civilization.

Don't feel, therefore, that in insisting that your farming operations be carried out on a profitable basis that you are developing selfish tendencies. On the contrary, you are contributing your bit toward an independent, self-sustaining rural population such as has long been the foundation of a strong national life. So firmly do the land grant colleges believe in this principle that departments and schools of commerce, agricultural economics and farm management have been developed to supplement the training in production methods and practices. We are not satisfied with producing the famous two blades of grass unless there is need for that grass so that it may be marketed and used profitably.

The young man starting a farming business today is faced with much different situations than was the case several generations ago. He is no longer producing crops or livestock which may be taken to his local town or city and sold without much regard to what is being grown and sold elsewhere. Our farmers here in Oregon who produce eggs are in competition with chicken raisers back in New York state, and our men who raise wheat on the rolling hills of the Columbia River basin are in competition with the wheat growers of South America and Australia.

(over)

Dean Schoenfeld - continued

Modern transportation and scientific methods of food preservation have carried this highly competitive condition throughout nearly all of our agricultural enterprises. If some of you folks farther east don't produce fresh vegetables of a high quality for your markets, we will ship in some that have been frozen fresh and which can hardly be told from fresh ones when they reach your table. On the other hand when we slip on our production methods, or adverse weather harms a crop now and then, we find products coming in from Texas or other distant points to supply the exacting wants of the Oregon consumer.

This all means that every farmer these days is engaged in a highly competitive business where care must be taken at every step to keep production costs low and quality high in order that his products may meet with the buyers' favor and may thus return the grower a profit. More than that, he must be prepared to join with his neighbors in applying modern large scale marketing methods, else he will be at the mercy of the buyer--or worse yet, find that better organized producers are leaving no place at all for his small offerings.

We know that this careful attention to the business side of farming extends throughout all farming operations from the selection of the land to the final marketing of the crops. In most places it is not a matter of what can we raise, but what can we grow and market to best advantage.

Farmers in many communities have found that by specializing on some commodity for which that region is particularly well adapted, they are able to do a little better job of producing and marketing that commodity than others, and can establish that enterprise as paying business. You don't need to specialize to the dangerous point of putting all your eggs in one basket, to make sure that you grow only the things for which your farm and your community is best suited.

Look at any rural community with well kept homes, good churches and schools, and a general appearance of being a place in which you would like to live, and you will find that the farmers there have learned how to make a profitable business of farming. Those are the kind of communities that you and I want to help build.

Mr. Seymour

Thank you, Dean Schoenfeld. I know everybody has appreciated this talk by the Dean regarding farming as a business. We now want to introduce some ex-4-H club members who are farmers and who, we believe, have been demonstrating that they have been putting into effect the points that Dean Schoenfeld has brought out, and have been treating farming as a business. We are introducing to you Edwin Ridder, a former 4-H club member of Clackamas county, who is now a farmer and breeder of purebred livestock. Edwin, you have heard Dean Schoenfeld's talk on "Farming as a Business".

Edwin Ridder

Yes, Mr. Seymour.

Mr. Seymour, Edwin Ridder

Mr. Seymour

Are you following along these same lines in your work?

Edwin Ridder

I've been trying to. Since reaching the maximum age for club work, I have been farming, . . . and doing my best to treat that farming as a business.

Mr. Seymour

How long have you been farming, Edwin?

Edwin Ridder

It's been eleven years now since I finished club work, and I have been farming continuously since that time.

Mr. Seymour

You mention 4-H club work. How many years were you in club work.

Edwin Ridder

I was a club member in Clackamas county for five years, and carried swine, dairy, garden, and corn projects.

Mr. Seymour

I presume, Edwin, that you entered 4-H club competitions with your projects, and won honors with them.

Edwin Ridder

Yes. I had Duroc hogs and Guernsey cattle, and won many county, state, and interstate places with exhibits I made.

Mr. Seymour

And back in 1924, I remember, you were selected as the outstanding club boy in Oregon. An enviable record, indeed. But, after all these honors in club work, just why did you decide to take up farming as a business?

Edwin Ridder

My experience in 4-H club work had helped me to build up good herds of Duroc hogs and Guernsey cattle, and I believed that I could succeed as a farmer and breeder of purebred cattle and hogs.

Mr. Seymour

Did you enjoy this type of work, Edwin?

Edwin Ridder

I certainly did!

Mr. Seymour

Looking back over these past eleven years, . . . would you say that you have succeeded as a purebred breeder?

Edwin Ridder

Well . . . I have at present a herd of twelve Guernsey cattle, all registered, and have registered with the Duroc Association over two hundred hogs. These hogs have been used or sold to build up good Duroc herds.

Mr. Seymour - Edwin Ridder

Mr. Seymour

I'll venture to say those hogs have been shipped to many portions of the United States.

Edwin Ridder

Yes, they have. Registered Durocs have gone from my farm to Montana, Idaho, California, Washington, Canada, and the Hawaiian Islands, besides many sold in Oregon.

Mr. Seymour

What about honors, with those purebreds of yours, Edwin?

Edwin Ridder

With some of these animals which we have exhibited at various fairs in Oregon and Washington, we have won top honors, which I think shows something of the type of animals that I have.

Mr. Seymour

That has been a real achievement. Now, as a business, do you know that you have succeeded?

Edwin Ridder

I have kept records of all transactions made during the eleven years on my farm, and I have thus been able to know where I have made mistakes. Those mistakes have been remedied wherever possible.

Mr. Seymour

Fine!

Edwin Ridder

But, there's one other factor that I'm convinced must be considered, when one decides whether he is successful or not in this business of farming.

Mr. Seymour

How do you mean?

Edwin Ridder

I think each farmer should ask himself, "Have I done everything I can to help other farmers in my community and county?"

Mr. Seymour

Yes, indeed he should. And I know that you have asked yourself that question, Edwin, and have done your part in your community.

Edwin Ridder

I have tried to do my part in every way that I could. I have participated in farm programs, have been chairman of the Corn and Hog committee for the county, member of the allotment committee, director of the Oregon Farm Bureau Federation and of the County Farm Bureau.

Mr. Seymour

I know too, that you are secretary and treasurer of the Oregon Swine Breeders Association, covering all breeds.

Edwin Ridder

Yes, and I am County Guernsey Cattle Club Representative at the County Fair.

Mr. Seymour

That's fine for the farmers. Now what about 4-H club members?

Edwin Ridder

Club members come in for a great deal of attention. I have been a 4-H club local leader, and have held offices in the county local leaders' association, have made special awards for club work at the county fair, and given special prizes to club members when selling stock to them. I have also given personal supervision to club members as to care and management of stock.

Mr. Seymour

You have surely made farming a business. ... Now just one more question. If you had to start over again, would you still take up farming?

Edwin Ridder

Yes, I would indeed! And I feel that there is a real place for young people in farming, if they strive towards improving their livestock and their farming practices. They can make farming a business and that means making the farm home a satisfying place to live.

Mr. Seymour

Thank you, Mr. Ridder. Records in the 4-H club offices for Oregon reveal that back in 1923, the outstanding club girl of the state was Audrey Wiencken. This former club girl is now Mrs. Loren Smith, residing with her husband on a large farm near Corvallis, Benton County. Loren and Audrey Smith are here with us this morning for this special club broadcast, and I've been trying to make up my mind which one of them should be called on first to account for their success in making farming a business. Audrey, suppose you speak for your family first.

Mrs. Smith

(LAUGH LIGHTLY) Thank you.
(TOGETHER)

Mr. Smith

I really think she should, Mr. Seymour.

Mr. Seymour

You were the outstanding club girl in 1923?

Mrs. Smith

Well, that's what the judges of the contest said. I always wondered how they happened to make that mistake. Anyway I was a senior in high school. And I was Oregon's representative to the first National Club Congress at Chicago.

Mr. Seymour

Was the trip well worth while?

Mrs. Smith

Indeed it was!

Mr. Seymour

As you remember your club work, Audrey, what were some of the projects that you carried?

Mrs. Smith

(HESITATING) Ohhhh... perhaps it would be easier to say, all home economics projects which were available at that time.

Mr. Seymour

I presume your work included demonstrations.

Mrs. Smith

I was a member of a state champion canning demonstration team which represented Oregon at the interstate fair in Spokane, and a member of demonstration teams in home making, clothing, and cooking.

Mr. Seymour

An enviable record, Audrey. Did you follow these same projects when you came to college?

Mrs. Smith

I majored in professional home economics at Oregon State College, graduating in 1929.

Mr. Seymour

You were married then?

Mrs. Smith

Oh, no. Before that I spent three months as district 4-H club agent, and the year following taught clothing in an Oregon high school. Then I became assistant state 4-H club leader, being married at the close of the year.

Mr. Seymour

One more question, Audrey. As I remember talking to you at the time, your whole intention was to live on the farm.

Mrs. Smith

Yes, that's right.

Mr. Seymour

Did you go directly to the farm after you were married?

Mrs. Smith

Yes, we did. I had been a city girl, but Loren had lived on a farm all his life and intended to continue farming as a life work.

Mr. Seymour

Then you two are a young couple putting into effect the theme of this broadcast .. making farming a business. Is that right, Loren?

Mr. Smith

Yes, we are. At the time I graduated from college, my intentions were to farm.

Mr. Seymour

You're doing that, are you?

Mr. Smith

Well, shortly after that we constructed a warehouse on our place for our own use. Then the next year, which was about the beginning of the small seed industry in this section, I became interested in that line of production.

Mr. Seymour

You are specializing in the small seed industry, now, I believe.

Mr. Smith Yes, I am.

Mr. Seymour To what extent has this industry developed, Loren?

Mr. Smith

I think you could say that here in the Willamette Valley, last year, half of the farmer's income was from small seed. Fifty-thousand dollars worth of small seed went through the warehouse on my farm.

Mr. Seymour

What seeds does that include?

Mr. Smith

Such small seeds as clover, rye grass, and vetch.

Mr. Seymour

Incidentally, while we're thinking of this operation of yours as a business, Mr. Ridder mentioned a moment ago the keeping of records. Have you kept records?

Mr. Smith

We keep just a cash book or day book, and use that as a means of compiling records on all our transactions.

Mr. Seymour

By the way, you didn't tell us what major field of work you followed in your college training.

Mr. Smith

I majored in Farm Management.

Mr. Seymour

Since going out would you say that you have put into effect what you have learned as a 4-H club member and a college student?

Mr. Smith

I have attempted to for six years now.

Mr. Seymour

Fine. During these six years you have had an opportunity to size up farming as a business. Are you still of the same opinion . . . that it is a business and should be made such?

Mr. Smith

Yes. I feel that more strongly than I did when I graduated. The contacts that I have made have given me an opportunity to analyze other businesses as well as my own.

Mr. Seymour

Um-huh.

Mr. Smith

And I feel that farming is certainly a business and should be treated as one.

Mr. Seymour

Then in other words, you have put into effect the thought that Dean Schoenfeld has brought out in his talk on farming as a business.

Mr. Smith

I have tried to, to the best of my ability.

Mr. Seymour

I'm sure you have, and you've done a good job Now do you mind if I ask Mrs. Smith another question?

Mr. Smith

(CHUCKLES) No, go right ahead.

Mrs. Smith

What is it, Mr. Seymour?

Mr. Seymour

Audrey, since you put aside a professional career for farming as a business, do you still believe there is a future in it?

Mrs. Smith

It seems to me that in farming perhaps more than in any other occupation, a general knowledge is required in order to conduct it as a business.

Mr. Seymour

Won't you explain?

Mrs. Smith

One must take into consideration not only cropping and things of that nature, but also we have to have some economics, some bookkeeping, some business training. It takes a little psychology; and then our literature for our recreational life. These things are more necessary for a well-rounded life on the farm, than in a great many occupations.

Mr. Seymour

Would you honestly recommend farming as a business to girls that have come up through club work and college experiences as you have?

Mrs. Smith

If they can find the right man.

ALL: (LAUGH)

Mr. Seymour

If they can find the right man.

Mrs. Smith

Seriously, I think that any girl would do well to make her home on a farm.

Mrs. Smith

She can find plenty to keep her busy, satisfied, and happy, if she has a husband who has been trained and who is following farming as a business.

Mr. Seymour

Thank you, Audrey, and you, too, Loren..... I think, friends, that you will agree that Mr. and Mrs. Loren Smith have demonstrated and will continue to demonstrate that every 4-H club member can go on a farm and make farming as a business pay. We want to say again in behalf of Oregon's 4-H club members, that we are happy to have participated in this program.

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